



Selling Your Wellness Policy and Healthy Choice to Students

Implementing School Wellness Policies
Wisline Web Series #2
November 28th, 2006

Funded by Team Nutrition/USDA and Wisconsin DPI

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Live Meeting Poll

attendance

How many people, including yourself, are participating in today's WisLine Web at your computer?

- 1
- 2
- 3
- 4
- 5
- 6 or more

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Live Meeting Poll

mini-grant

Has your school or school district received a Team Nutrition School Wellness Policy mini-grant?

- Yes
- No
- I'm not sure

Have you heard?

"Fine. I'll just sell pop from my locker then."

"Healthy food tastes gross."

"If the cafeteria doesn't serve what I want, like pizza and nachos with cheese, then I'll just go down the street at lunch."

"You're the nutrition police. Just give me back my candy bars and chips."

"Healthy food is too expensive"

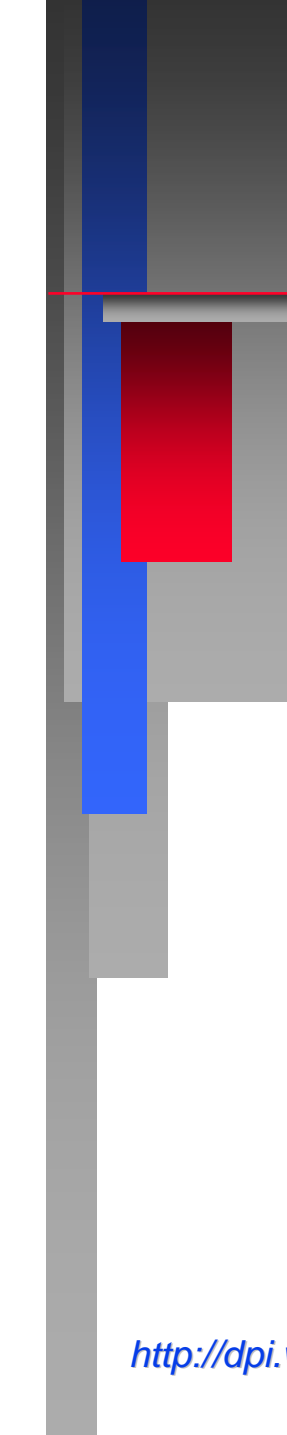
Objectives

1. Be able to name ways to involve students in wellness policy implementation
2. How to apply the four marketing Ps to healthy choices for students
3. Understand that marketing healthy choices requires a comprehensive approach
4. Leave with “real-life” ideas of how to build student buy-in and support
5. Know where to find more information

Why Involve Students?

- Impacted by the policy
- Uniquely qualified to talk about what students think, like, want etc.
- They bring creative ideas and solutions
- Increase the energy of your meetings
- Increase support for the policy

➡ They are your customers!



More than 95% of all children between the ages of five and 17 are part of a school environment. Food is a significant component of that experience. In fact, meals and snacks at school can provide 1/3 to 1/2 of a child's daily nutritional needs. (JADA 2003:103(7)887-893)

Successfully Involving Youth

- Consider how your committee and meetings are structured
- Additional supports for youth
- Attitude of the committee
- Behavior
- Orientation

How to involve youth

- Recommended approach
 - Youth advisory committee + 2 members on committee
- Other ideas
 - Surveys
 - Taste tests
 - Service-learning projects
 - Marketing class, F&CE class, media class
- Use their ideas

Let Students Be Your Voice

- Peer influence is key
- Use student allies to “sell” your policy
 - Advisory group
 - Marketing class
 - F&CE class
 - Student council

Marketing Healthier Choices

The four P's

1. Product
2. Placement
3. Promotion
4. Price

Product

- Identify what students are interested in
- Taste, convenience vs. nutrition
- Talk to students
- Look at popular restaurant menus
- Consider
 - Quality
 - Packaging
 - Presentation



Placement

- Make it easy for students to buy healthier items
- Increase healthier options
- Decrease less healthy options
- Eye level
- High traffic areas
- First thing on a line



Promotion

- Use role models
 - Peers, parents, teachers
- Advertising
- Point-of-service prompts
- Public Relations
- Contests
- Web
 - Emails, school website, chat rooms, blogs

What works

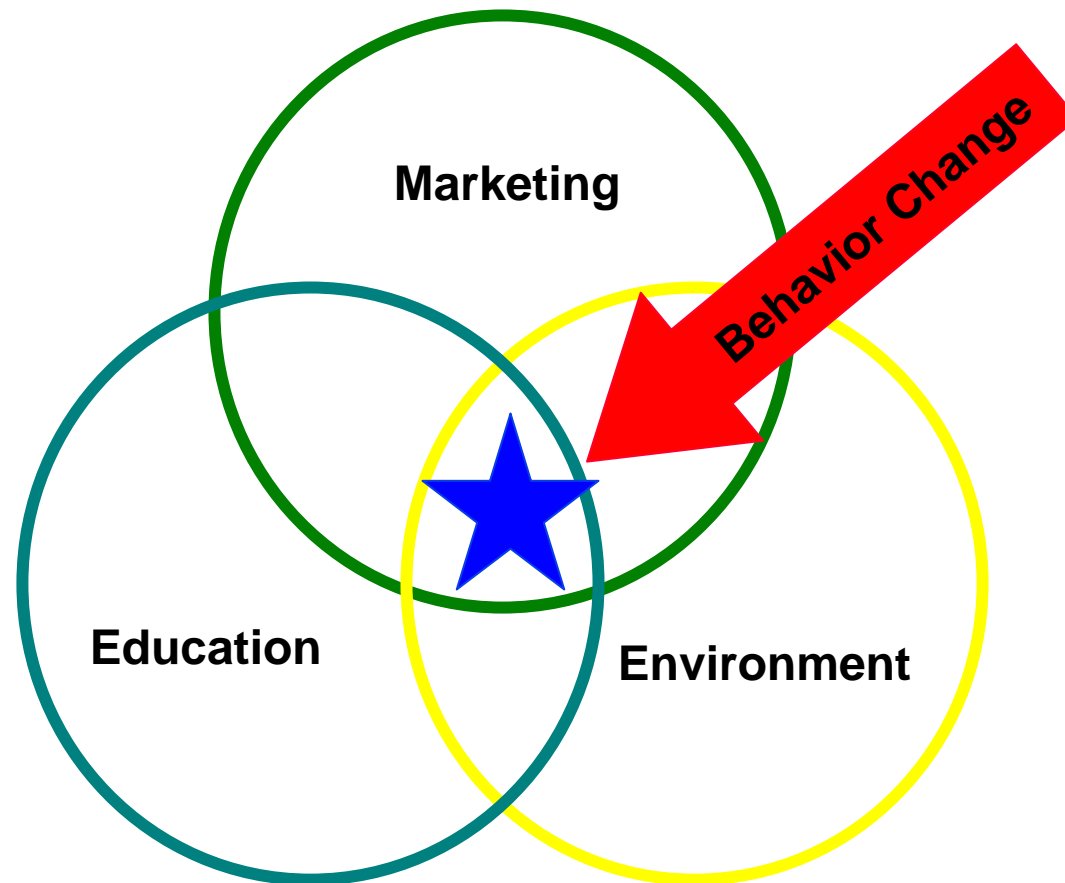
- Taste is #1 priority
- Stay upbeat and positive
 - Focus on energy, performance, appearance
- Simple and catchy
- Consistent, repetitive, strong messages
- Specific messages for different cultural groups



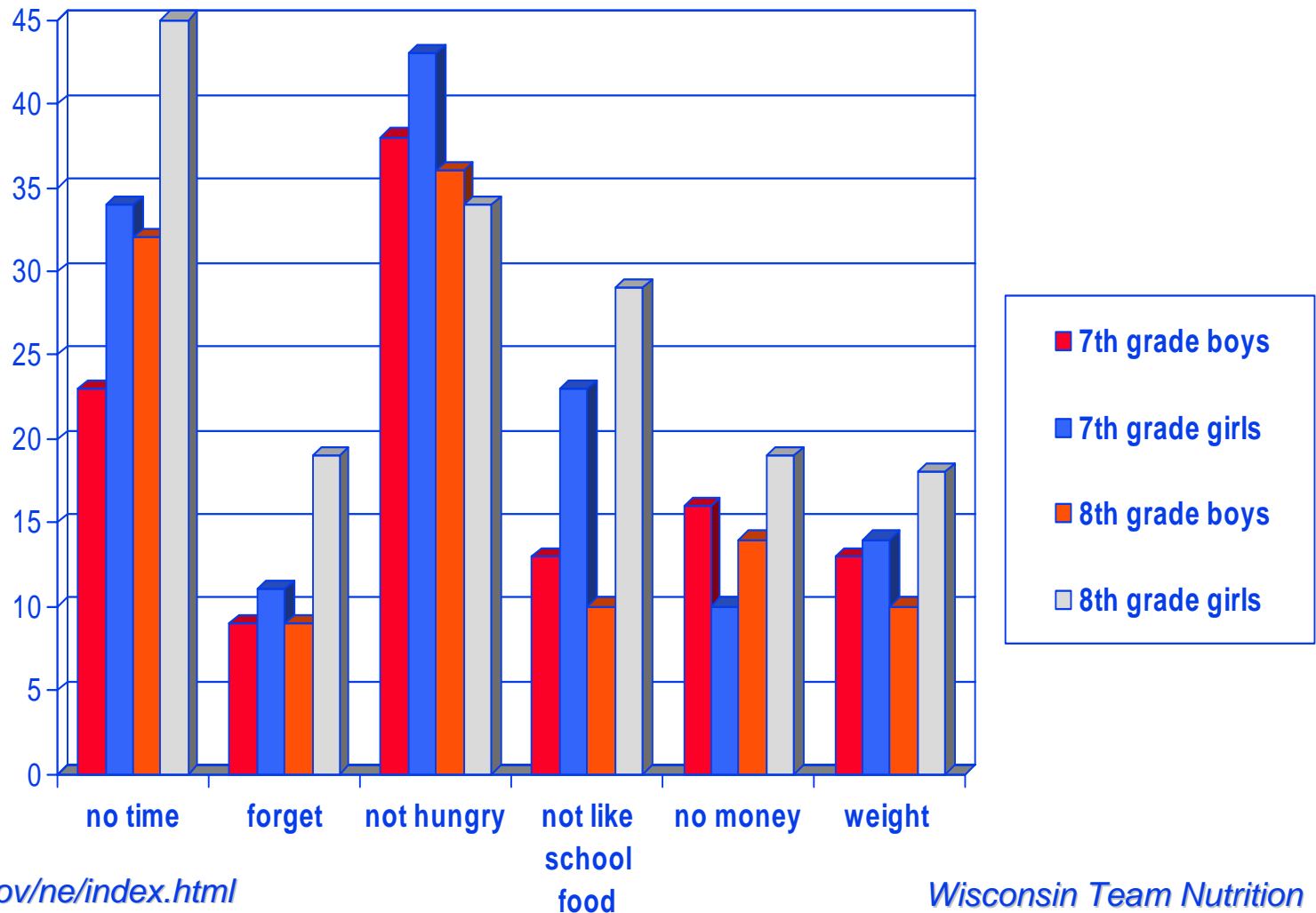
Price

- Students are VERY motivated by price
- Lower cost of healthier items
- Raise cost of less healthy items
- Introductory discounts
- Value meal/Meal deal concept

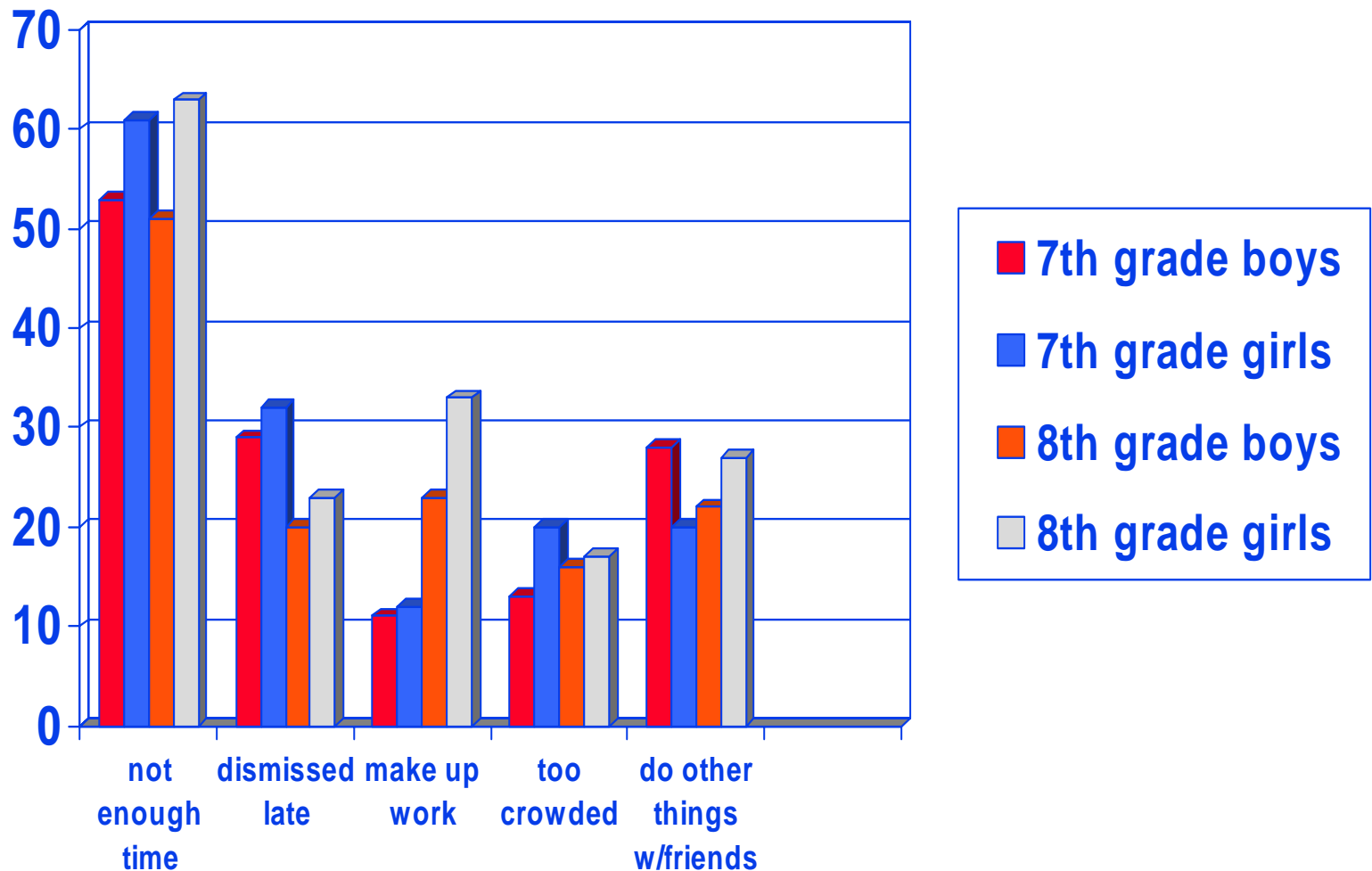
Comprehensive approach



Why students skip meals



Why is it difficult to eat lunch at school?



What motivates students to eat healthy?

- Allow/Offer healthy snacks
- Better variety of fresh fruits and vegetables (30% boys, 55% girls)
- Make healthy foods less expensive
- Free samples and tastings (allow input)
- Only sell healthy foods at lunch
- Sell less nutritious foods less often
- Label healthy products (girls)
- Tell me how food affects me
- If my friends did it
- Tell me how food affects me

What motivates students to eat more fresh fruits and vegetables?

- If they looked better
- If they were cheaper
- Serve what I like
- Serve with main course/bundled
- Class tasting/Samples
- Food bars
- Nothing/I eat enough already
- If other kids ate them

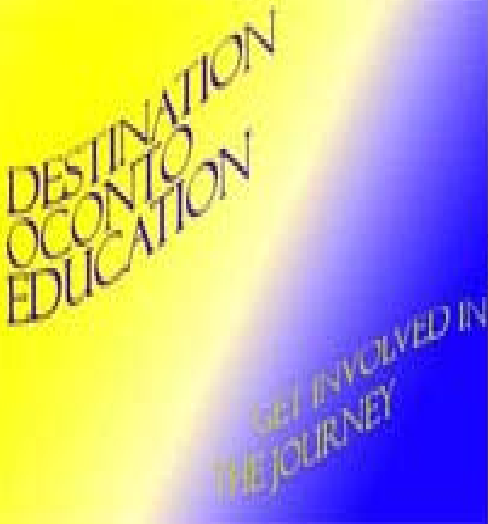
Rewards Students Want

- Fun outdoor activities
- Class free time (talk with friends)
- Class game
- Small tokens, prizes
- Healthy snacks
- Other (\$, movies, EC, music)



Oconto Unified School District

Dr. Sara Croney
District Superintendent



Oconto Unified School District

Home of the Blue Devils!!



Operation H.E.A.L.T.H. Act

Wellness Policy Steps

1. Being aware there is a problem and its economic implications
2. Gaining School Board Support
3. From Nutrition & Fitness Ad-Hoc Cmte
4. Assess current health policies and practices
5. Develop policy
6. Define Concerns

Wellness Policy Steps

7. Establish media, parent and community links
8. Survey staff and students
9. Implement plan
 - General promotion
 - Nutrition education
 - Changes to lunch menus
 - Healthier choices outside of lunch program
10. Student focus groups

HEALTH Act Members

- V.P. School Board
- Superintendent
- Principals
- Food Service Mgr.
- P.E. Teacher
- Health Teacher
- Teachers
- Student Council Advisor
- Student Council Reps (3)
- UW-Extension
- Parents
- Dietitian
- Physician
- Public Health Nurse
- Community Center Director
- Public Relations professional

Keeping Students as Active Members

- Pick the right students
- Honor what they are saying
- Acknowledge their:
 - Contributions
 - Concerns
 - Solutions to challenges



Student Surveys

- Surveyed adults and students
 - Perceptions of school meals
 - Importance of nutrition and physical activity
 - Participation in school meals
- Business class typed up the results
- Results:
 - Didn't think lunches were nutritious
 - Wanted more variety in meals



Nutrition education

- Revised health curriculum
 - Made health mandatory
- Community garden
 - Produce used in lunch program

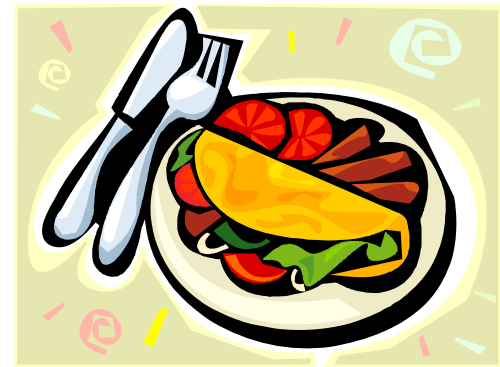


General Promotion Activities

- Newsletter articles
- Newspaper articles
- Lunch menu facts
- Family Nights
- Wellness Wall
- Channel 2 News feature
- Healthier rewards for good behavior

Changes to lunch menus

- Taste test and rate new items before they are on the lunch menu
- Evaluate new entrees added to the lunch menu
- Student focus group feedback



Healthier choices outside of lunch program

- Student Council food vending machine
 - Wanted healthier items that would make money
- Now operated by food service
- Still makes money
- Reduces waste from lunch program



Student Focus Groups

- Conducted as a way of checking in with students after changes were made
- Combination of survey and focus group
- Middle school and high school students
- Results:
 - Wanted “trendy” food items e.g. Smoothies
 - Didn’t want to wait in line for food
 - Sometimes wanted a change of scenery, so will leave campus

Keys to Success

1. Listen to student concerns and solutions
2. Implement their suggestions immediately
3. Use more than one channel to educate and raise awareness
4. Use surveys and focus groups to know what students think and want

Questions?

Examples

- ✗ “Drink milk and prevent broken bones.”
- ✓ “Milk. It does a body good.
- ✗ “Breakfast building strong minds and healthy bodies.”
- ✓ “Kick your day into high gear – eat breakfast!”

What could you do?

Your meetings are from 4:30-6:30pm at the School Board office. Young people need transportation to and from meetings, and complain of missing dinner to attend meetings, yet there is no money to cover travel or food expenses.

Live Meeting Text

Solutions to include students

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Resources

- Team Nutrition www.fns.usda.gov/tn/
“Making It Happen”
“Fruits and Vegetables Galore”
- Youth On Board www.youthonboard.org
“15 Points- Successfully Involving Youth in Decision Making”
- 5 A Day www.5aday.org
- Project Lean www.californiaprojectlean.org
“Captive Kids – Selling Obesity at School. A Guide to decreasing unhealthy marketing”
- CSPI <http://cspinet.org/nutrition/schoolkit.html>
“1% or less campaign”

Live Meeting Poll

Evaluation 1

**As a result of participating in today's presentation,
I feel I have gained new knowledge of how to
gain student support and buy-in for our
Wellness Policy.**

- **Strongly Disagree**
- **Disagree**
- **Neither Agree nor Disagree**
- **Agree**
- **Strongly Agree**

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Live Meeting Poll

Evaluation 2

To what extent do you think you will be able to apply the information presented in today's presentation in your school/district?

- **1-Not at all**
- **2-A small amount**
- **3-Somewhat**
- **4-A fair bit**
- **5-A great deal**

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Live Meeting Poll

Evaluation 3

On a scale of 1-5, please rate the overall quality of today's presentation.

- **1-Poor**
- **2**
- **3**
- **4**
- **5-Excellent**

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- <http://dpi.wi.gov/ne/index.html>
- <http://dpi.wi.gov/fns/wellnessplcy.html>

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Archive Information

To access the archive of today's WisLine Web:

- i. visit the WisLine Web site (until December 12th):

<https://www.livemeeting.com/cc/wislineweb/view>

Enter Name

Recording ID: Wellness-061024

Recording Key: (Leave Blank)

- ii. visit the Team Nutrition website (after December 12th):

[www.dpi.wi.gov/ne/index.htm](http://dpi.wi.gov/ne/index.htm)

Upcoming Wisline Webs on Implementing your Policy

January 23, 2007

Implementing nutrition guidelines without losing your mind, your money and your customers

February 27, 2007

Raising support and reaching out - working with parents and the community

March 27, 2007

Teaching by example...How school staff can influence student wellness choices

April 24, 2007

Where no wellness policy has gone before - Taking your wellness policy into the future

All sessions are 3:00 – 4:00 PM

Register at <http://www.uwex.edu/ics/wlwreg/wlwwelcome.cfm> and select Family Living as the sponsoring organization.